



CORRECTIONS AND REHABILITATION, DEPARTMENT OF CAREER EXECUTIVE ASSIGNMENT EXAMINATION ANNOUNCEMENT

California State Government supports equal opportunity to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, sexual orientation, medical condition or pregnancy. It is an objective of the State of California to achieve a drug-free work place. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing Civil Service, and the special trust placed in public servants.

DEPARTMENT:	CORRECTIONS AND REHABILITATION, DEPARTMENT OF	RELEASE DATE:	Thursday, June 24, 2010
POSITION TITLE:	Information Officer III, CEA (Working Title: Deputy Press Secretary, Media Relations)	FINAL FILING DATE:	Friday, July 9, 2010
CEA LEVEL:	INFORMATION OFFICER III, C.E.A. (5597)	EXTENDED FINAL FILING DATE:	
SALARY RANGE:	\$ 7,110.00 - \$ 7,838.00 / Month	BULLETIN ID:	06172010_1

POSITION DESCRIPTION

Under general administrative direction of the Press Secretary, Media Relations, the Information Officer III, CEA (Working Title: Deputy Press Secretary (DPS), Media Relations), assists in planning; organizing; and directing the activities of the Communications Office within the Office of Public and Employee Communications at the California Department of Corrections and Rehabilitation (CDCR). In conjunction with the Press Secretary, the DPS, Media Relations also serves as a spokesperson for CDCR on a wide range of the Department's correctional issues before statewide, national, and international media; acts as the lead information officer for public and media relations inquiries; and advises executive management on the formulation and implementation of departmental policies and programs, as well as the statewide impact.

Duties include, but are not limited to:

- Manages controversial and sensitive inquiries from the news media, legislative staff, the public, and others with strong personal interests on a wide range of CDCR public interest topics throughout the State; plans, organizes, and coordinates departmental public information programs; schedules press conferences; develops and disseminates public newsletters; and arranges interviews with the news media for executive management and the Governor.
- Conducts research; composes and edits media briefing papers, talking points, speeches, news releases, media advisories, fact sheets, strategic responses; and reports. Prepares responses to correspondence from various statewide entities on complex and sensitive issues on behalf of executive management and the Governor; and makes speeches before the public and various interest groups, as necessary.
- Consults and advises the Press Secretary and executive management on the development, implementation, and evaluation of statewide media relations programs, policies, and procedures at

correctional facilities and parole regions throughout the Department; serves as a point of contact for media and formal information contacts; and acts as the spokesperson for CDCR's Secretary at press conferences, as necessary.

- Supervises subordinate Information Officers and other technical staff; conducts training for executive management and institutional personnel on media relations protocol; assists with media activities; attends executive management meetings; coordinates with the Press Secretary and executive management to analyze public information, identify trends, and develop media strategies.

MINIMUM QUALIFICATIONS

Experience: Either

1. One year of experience in the California state service with responsibility for coordinating, planning, directing or managing a complex information and public affairs program, in a class with a level of responsibility not less than Information Officer II. or
2. Three years with similar responsibilities in a class with a level of responsibility not less than Information Officer I. or
3. Broad and extensive (more than five years) experience in managing and directing a comprehensive information program.

and

Education: Equivalent to graduation from college. (Additional qualifying experience may be substituted for the required education on a year-for-year basis.)

KNOWLEDGE AND ABILITIES

Knowledge of: Methods used to determine needs for public information and education; techniques of preparing, producing and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good public relations; California State Government; principles of public administration; principles of effective supervision; department's Affirmative Action Program objectives; a manager's role in the Affirmative Action Program and the processes available to meet affirmative action objectives.

Ability to: Organize and direct a statewide program of public information and education; write effectively; analyze data; supervise the work of an information staff; stimulate interest in an agency's program and secure the cooperation of diverse groups in conducting that program; develop agencywide objectives and policy; effectively contribute to the department's affirmative action objectives.

DESIRABLE QUALIFICATION(S)

1. Broad and extensive experience in public relations, personnel management, and leadership.
2. Broad and extensive experience in managing sensitive, controversial, and high-profile issues in response to media inquiries.
3. Broad and extensive experience in disseminating public information, arranging press conferences, and scheduling interviews with media outlets.
4. Broad and extensive experience in managing and directing press office operations, including

public affairs programs.

5. Experience in developing and implementing media relations policies and procedures that have a statewide impact.

6. Demonstrated ability to communicate effectively, both orally and in writing with executive management; the Governor's Office; major media outlets; and state, federal, and local agencies on matters related to national and international media.

7. Knowledge of principles, practices, and trends in public affairs, media relations program development and evaluation, problem solving, and public speaking.

EXAMINATION INFORMATION

A minimum rating of 70% must be attained to obtain list eligibility. Hiring interviews may be conducted with the most qualified candidates. All candidates will receive written notification of their examination results. The result of this examination will be used only to fill the position of **Information Officer III, CEA (Working Title: Deputy Press Secretary, Media Relations)**, with the **CORRECTIONS AND REHABILITATION, DEPARTMENT OF**. Applications will be retained for twelve months.

The Results of this examination will be used only to fill this position.

This examination will consist of a review by an executive screening committee of the candidates' Statement of Qualifications that describes their experience, knowledge, and abilities as they relate to the desirable qualifications identified in the bulletin, using predetermined evaluation criteria.

FILING INSTRUCTIONS

A Standard State Application (Form 678), resume, and Statement of Qualifications must be submitted and postmarked by July 9, 2010 to Tracy Heinsen, Office of Executive Appointments, P.O. Box 942883, Sacramento, California 94283-0001 or in person at 1515 S Street, Room 108-N, Sacramento, California. Applications postmarked, personally delivered, or received via interoffice mail after this date will not be accepted for any reason.

If you are personally delivering your application, you must do so between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday, on or before the final filing date to the same street address listed above for the Office of Executive Appointments.

Interested applicants must submit:

- A completed Standard State Application (Form 678).
- A "Statement of Qualifications". The Statement is a narrative discussion of how the candidate's education, training, experience, and skills meet the minimum and desirable qualifications and qualify them for the position. The Statement of Qualifications serves as a documentation of each candidate's ability to present information clearly and concisely in writing and should be typed and no more than four pages in length and 12 point font. In the "Statement of Qualifications", the desirable qualifications **MUST** be addressed and numbered in the same order as is listed. **APPLICANTS WHO FAIL TO SUBMIT A STATEMENT OF QUALIFICATIONS WILL BE ELIMINATED FROM THE EXAMINATION.**
- Resumes do not take the place of the Statement of Qualifications.
- Information regarding the completion of a "Statement of Qualifications" may be obtained via the CDCR internet website at:

www.cdcr.ca.gov/Career_Opportunities/HR/OPS/Exams/Exams_Executive/index.html

Applications must be submitted by the final filing date to:

CORRECTIONS AND REHABILITATION, DEPARTMENT OF , Office of Executive
Appointments

1515 S Street, Room 108-N, Sacramento, CA 95811

Tracy Heinsen | (916) 445-9061 | tracy.heinsen@cdcr.ca.gov

ADDITIONAL INFORMATION

*The monthly salary may include a pay differential. The amount of the differential is not subject to PERS retirement provisions during the first 12-consecutive pay periods of employment. The pay differential does become subject to PERS retirement provisions beginning the 13th month of consecutive employment.

SPECIAL TESTING

If you have a disability and need special testing arrangements, mark the appropriate box in Part 2 of the "Examination Application." You will be contacted to make specific arrangements.

GENERAL INFORMATION

If you meet the requirements stated in this bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described on this bulletin will be compared with the performance of others who take this test, and all candidates who pass will be ranked according to their scores.

The CORRECTIONS AND REHABILITATION, DEPARTMENT OF reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

General Qualifications: Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others.

Class specs: <http://www.dpa.ca.gov/textdocs/specs/s5/s5597.txt>